RJ Reynolds
Tobacco Company

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Subject: **1997 Trade Direct Marketing Charges to RJR RAC Match**

Attached is a spreadsheet outlining the printing and postage charges for September - December and January, 1998 Trade Direct Marketing programs charged to your chains' Retail Accrual RJR Match fund.

Prior to making **ANY** payment to the chain, please communicate the number of coupons the chain redeemed to Jacquie McLaurin so that the total cost of the program can be determined. Once the redemption figures are known, she will be able to tell you how much additional money is owed for the program and by whom. At this time the "Results Sheet" (Attachment D) should also be sent to Nikki Lail.

If a payment to the chain is necessary, then it can be requested through TPS. When payments are made, please indicate in the TPS explanation section what Trade Direct Marketing program you are paying for and use the chain's headquarter SIS account number.

Please feel free to call me if you have any questions or need any additional information.

Anne Cullip

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Trade Direct Marketing Retail Accrual Costs
Charged to Retail Accrual Statements in January, 1998

Division	CID	Account Name	Format	RJR Manager	Announce/Coupon Version	Mail Date	Production Amount
1844	3906-00-00	Marc's	OP1	Coleman	A	7-Jan	$ 3,574
5444	0507-00	Vons	VR1	Swisher	A	7-Jan	$ 24,560
6344	1205-00-00	Kwik Trip	4R1	Palmer	C	7-Jan	$ 3,206
5444	0560-00-00	USA	4R2	Swisher	C	7-Jan	$ 19,600
1840	0319-00-00	SuperAmerica	4R3	Geeting	C	7-Jan	$ 61,486
1744	1437-00-00	Discount	4R4	Miskewit	C	7-Jan	$ 6,201
1844	1250-00-00	Englefield	4R5	McCleary	C	7-Jan	$ 14,917
1844	0112-00-00	EMRO	4R6	McCleary	C	7-Jan	$ 76,000
5840	2200-00-00	E-Z Serve	4R7	Sturm	C	7-Jan	$ 22,001
1740	0568-00-00	Sheetz	4R8	cGover	C	7-Jan	$ 13,821
5841	0354-00-00	Diamond	4R9	Heintz	C	7-Jan	$ 37,307
6944	0315-00-00	Mapco	4R10	Moreland	C	7-Jan	$ 27,813

Notes:

P	Postcard
R	Roll Fold
VR	Vertical Roll Fold

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